



TCG Solutions Professional Services Agreement

This Professional Services Agreement (“Agreement”) is entered into by and between **TCG Solutions LLC** (“Service Provider”) and **Terri Wren, Americas Best Event Photography** (“Client”), effective as of the date of last signature below (“Effective Date”).

<https://absphotography.com/>

1. Scope of Services

Service Provider agrees to provide professional website, strategy, and marketing automation services to Client according to the phased scope outlined below.

Phase 1: Website Stabilization & Customer-Centric Foundation

Term: December 2025 – February 1, 2026

Fee: \$3,000

Phase 1 includes **both Part A and Part B**, which are required and included in the Phase 1 fee.

Phase 1A: Website Triage & Technical Stabilization

Service Provider shall:

- Identify and repair broken links and malfunctioning navigation elements
- Correct misleading or inaccurate calls-to-action and routing issues
- Align website navigation with actual customer workflows
- Perform basic usability and quality assurance testing

Result: A stable website that accurately directs users and reduces customer confusion.

Phase 1B: Customer-Centric Structure & Phase 2 Planning

Service Provider shall:

- Reorganize website navigation based on primary customer segments (parents, coaches,

leagues, associations)

- Clarify pathways between photography services and awards/trophy services
- Refine messaging to reduce friction and align with customer intent
- Develop a strategic blueprint for the trophy and awards website, including structure, content categories, and education elements

Result: A customer-centric website and a finalized plan for Phase 2 execution.

Phase 2: Trophy & Awards Website Build

Term: March 2026 – June 1, 2026

Fee: \$3,000

Service Provider shall:

- Design and build a dedicated trophy and awards website on a separate area of Client's domain
- Create an education-first structure showcasing popular products, materials, sizes, and prior work
- Implement inquiry-based workflows where full e-commerce is not appropriate

Result: A live trophy and awards platform designed to support custom, human-guided ordering and expanded reach.

Phase 3: CRM & Marketing Automation

Term: July 2026 – September 2026

Fee: \$3,000

Service Provider shall:

- Assess and organize Client's existing customer data sources
- Recommend and structure an appropriate CRM solution
- Design and implement foundational marketing automation, including re-engagement and seasonal outreach campaigns
- Test and optimize automated workflows

Result: A functional marketing system that reduces manual follow-up and supports long-term growth.

2. Fees & Payment Terms

- **Total Agreement Value:** \$9,000
- Fees are billed **per phase**
- **Phase 1 payment of \$3,000 is due upon execution of this Agreement**
- Subsequent phases are invoiced prior to commencement of each phase
- Work may be paused if payment is not received by the invoice due date

*Fees outlined in this Agreement apply solely to website build services, strategy, and marketing sessions. Any third-party software, platforms, licenses, subscriptions, or tools (including but not limited to CRM systems) required to implement recommendations are not included and are the responsibility of the Client. All fees are non-refundable once a phase has commenced.

*Optional Website Maintenance Package

Premium Website Maintenance Plan

\$129/monthly (*Monthly recurring charge until cancelled)

Premium plan includes:

Security Updates: We'll regularly update your website's security protocols to safeguard it against potential threats and vulnerabilities.

Performance Optimization: Our team will fine-tune the performance of your website, ensuring fast load times and seamless navigation for your visitors.

Content Updates: Need to add new content, update images, or make changes to your offerings? Our maintenance program includes routine content updates to keep your website current.

Backup and Recovery: We'll implement regular backups of your website, providing peace of mind in case of unforeseen issues.

3. Timeline & Dependencies

Timelines are estimates and dependent upon Client providing timely access, materials, and feedback. Delays caused by Client may extend delivery timelines without penalty to Service Provider.

4. Client Responsibilities

The **CLIENT** will provide the following access to TCG Solutions LLC

Deliverables	Date
1. Website questionnaire to be completed by client	Already done
2. Schedule Onboarding/Kick off Call	Before Dec 31, 2025
3. Access to website, hosting, domain, and related systems	Depending on onboarding call deadlines
4. Supply requested content, assets, credentials, and approvals	Depending on onboarding call deadlines

The **Service Provider** will provide the following deliverables at the following dates:

Deliverables	Date
1. Phase 1: Start 2. Each subsequent Phase(2-3) Deliverables as outlined above description and timeline	Upon receipt of phase 1 fee. And access to current website infrastructure including: website, hosting, domain, and related systems

The Client will have 5 business days to review and approve the work. At the end of said time, if no answer has been given, the work will be considered approved, and the Service Provider will continue their work and deem it completed.

5. Revisions & Change Requests

This Agreement covers the scope expressly stated herein. Any requests outside this scope

require a written change order and may result in additional fees and timeline adjustments.

4. Confidentiality

During the term of this agreement and afterward, the Web Designer will use reasonable care to prevent the unauthorized use or dissemination of Client's confidential information. Confidential information is limited to information clearly marked as confidential.

Confidential information does not include information that: the Web Designer knew before Client disclosed it; is or becomes public knowledge through no fault of Web Designer; Web Designer obtains from sources other than Client who owe no duty of confidentiality to Client, or Developer develops independently.

5. Termination of Agreement

This Agreement will automatically terminate when both Parties have performed all their obligations under the Agreement and all payments have been made.

Either party may terminate this Agreement with written notice. Client remains responsible for payment of all work completed or in progress as of the termination date.

6. Limitation of Liability

Service Provider shall not be liable for indirect, incidental, or consequential damages. Total liability under this Agreement shall not exceed the amount paid by Client for the phase giving rise to the claim.

7. Intellectual Property

Upon full payment of each phase, Client is granted ownership of the final deliverables produced during that phase. Service Provider retains the right to display work in portfolios and marketing materials unless otherwise agreed in writing.

8. Dispute Resolution

If either party accuses the other of being in breach of contract, the accused party will have 30 days to address the breach.

9. Independent Contractor

Service Provider is an independent contractor and not an employee, partner, or agent of Client.

10. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the state of Nevada in which TCG Solutions LLC is registered.

11. Entire Agreement

This Agreement constitutes the entire understanding between the parties and supersedes all prior discussions or agreements. Any amendments must be made in writing and signed by both parties.

Acceptance & Signatures

Client

Signature: _____

Name: Terri Wren

Date: _____

TCG Solutions LLC

Signature: 

Name: Austin Czesky

Date: 12/16/202